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From: John C. Pokotylo, Esq.

Date: October 11, 2010

Number of Pages Including Cover: 21

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for Reconsideration (11 pgs.); and
- 4) Exhibit A (7 pgs.).

Attorney Docket No.: Google-40APP (GP-092-00-US)

Appl. No.: 10/795,807

Applicants: Salar Arta KAMANGAR, et al.

Filed: March 8, 2004

Title: ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER COMPETITION

TC/A.U.: 3688

Examiner: Daniel Lastra

CERTIFICATE OF FACSIMILE TRANSMISSION

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Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0631-003  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

U.S. PATENT AND TRADEMARK OFFICE, U.S. DEPARTMENT OF COMMERCE

<p style="text-align: center;"><b>TRANSMITTAL FORM</b></p> <p><i>(to be used for all correspondence after initial filing)</i></p>		<b>Application Number</b>	10/795,807
		<b>Filing Date</b>	March 8, 2004
		<b>First Named Inventor</b>	Salar Arta KAMANGAR
		Group Art Unit	3688
		Examiner Name	Daniel Lastra
Total Number of Pages in This Submission		Attorney Docket Number	Google-40APP (GP-092-00-US)

**ENCLOSURES** *(check all that apply)*

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Fee Transmittal Form                        | <input type="checkbox"/> Assignment Papers<br><i>(for an Application)</i>                     | <input type="checkbox"/> After Allowance Communication<br>to Group                                   |
| <input type="checkbox"/> Fee Attached   | <input type="checkbox"/> Drawing(s)   | <input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences               |
| <input checked="" type="checkbox"/> Amendment / Reply                           | <input type="checkbox"/> Licensing-related Papers   | <input type="checkbox"/> Appeal Communication to Group<br><i>(Appeal Notice, Brief, Reply Brief)</i> |
| <input checked="" type="checkbox"/> After Final                                 | <input type="checkbox"/> Petition   | <input type="checkbox"/> Proprietary Information   |
| <input type="checkbox"/> Affidavits/declaration(s)                              | <input type="checkbox"/> Petition to Convert to a<br>Provisional Application                  | <input type="checkbox"/> Status Letter   |
| <input type="checkbox"/> Extension of Time Request                              | <input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence<br>Address | <input type="checkbox"/> Postcard Receipt  |
| <input type="checkbox"/> Express Abandonment Request                            | <input type="checkbox"/> Terminal Disclaimer  | <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please<br/>identify below):</i>           |
| <input type="checkbox"/> Information Disclosure Statement                       | <input type="checkbox"/> Request for Refund   | <b>- Exhibit A</b>   |
| <input type="checkbox"/> Certified Copy of Priority<br>Document(s)              | <input type="checkbox"/> CD, Number of CD(s) _____  |  |
| <input type="checkbox"/> Response to Missing Parts/<br>Incomplete Application   | <b>Remarks</b>  |  |
| <input type="checkbox"/> Response to Missing Parts<br>under 37 CFR 1.52 or 1.53 |   |  |

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	October 11, 2010

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	Date October 11, 2010

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Modified FEB 08/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
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# FEE TRANSMITTAL for FY 2010

Effective 09/30/2007. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 0.00)

Complete if Known

Application Number	10/795,807
Filing Date	March 8, 2004
First Named Inventor	Salar Arta KAMANGAR
Examiner Name	Daniel Lastra
Art Unit	3688
Attorney Docket No.	Google-40APP (GP-092-00-US)

## METHOD OF PAYMENT (check all that apply)

 Check  Credit card  Money Order  Other  None
 Deposit Account:

Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

- Charge any underpayment of  Credit any overpayments  
 Charge any fee(s) due in connection with the filing submitted herewith  
 Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Small Entity

Fee	Fee	Fee Description	Fee Paid
(\$)	(\$)		
1090	545	Utility fee	
460	230	Design fee	
720	360	Plant fee	
1520	760	Reissue fee	
220	110	Provisional fee	
<b>SUBTOTAL (1)</b>		<b>(\$ 0.00)</b>	

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	-20** =	X	=	Fee from below	Fee Paid
Independent Claims	- 3** =	X	=		
Multiple Dependent					

Large Entity Small Entity

Fee	Fee	Fee	Fee Description
Code (\$)	Code (\$)	Code (\$)	
1202 52	2202 26	Claims in excess of 20	
1201 220	2201 110	Independent claims in excess of 3	
1203 390	2203 195	Multiple dependent claim, if not paid	
1204 220	2204 110	**Reissue independent claims over original patent	
1205 52	2205 26	**Reissue claims in excess of 20 and over original patent	
<b>SUBTOTAL (2)</b>		<b>(\$ 0.00)</b>	

\*\*or number previously paid, if greater. For Reissues, see above

## 3. ADDITIONAL FEES

Large Entity Small Entity

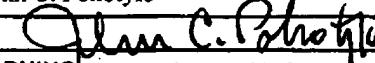
Fee Code (\$)	Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath		
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet		
1053 130	1053 130	Non-English specification		
1812 2,520	1812 2,520	For filing a request for ex parte reexamination		
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action		
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action		
1251 130	2251 65	Extension for reply within first month		
1252 490	2252 245	Extension for reply within second month		
1253 1,110	2253 555	Extension for reply within third month		
1254 1,730	2254 865	Extension for reply within fourth month		
1255 2,350	2255 1,175	Extension for reply within fifth month		
1401 540	2401 270	Notice of Appeal		
1402 540	2402 270	Filing a brief in support of an appeal		
1403 1,080	2403 540	Request for oral hearing		
1451 1,510	1451 1,510	Petition to institute a public use proceeding		
1452 540	2452 270	Petition to revive - unavoidable		
1453 1,620	2453 810	Petition to revive - unintentional		
1501 1,510	2501 755	Utility issue fee (or reissue)		
1502 860	2502 430	Design issue fee		
1503 1,190	2503 595	Plant issue fee		
Petitions to the Commissioner - check fee sheet				
1807 50	1807 50	Processing fee under 37 CFR 1.17(c)		
1806 180	1806 180	Submission of Information Disclosure Stmt		
8021 40	8021 40	Recording each patent assignment per property (times number of properties)		
1809 810	2809 405	Filing a submission after final rejection (37 CFR 1.129(a))		
1810 810	2810 405	For each additional invention to be examined (37 CFR 1.129(b))		
1801 810	2801 405	Request for Continued Examination (RCE)		
1802 900	1802 900	Request for expedited examination of a design application		

Other fee (specify)

\* Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$ 0.00)

## SUBMITTED BY

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature			Date	October 11, 2010	

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.